

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-17 (Canceled).

18. (Previously presented) A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communication with the position location system, the wireless communication system comprising:

a memory device for storing position location data from the position location system, the position location data indicating a current location of the wireless communication device;

a processor for recalling ~~stored information~~ the position location data from the memory device and processing the recalled ~~information~~ position location data to determine when the current location of the wireless communication device becomes in proximity to a certain location; and

a transmitter for transmitting a targeted advertisement broadcasts broadcast to the wireless communication device ~~at least based on~~ in response to the processor determining that the current location of the wireless communication device has become in proximity to the certain location.

19. (Previously presented) The wireless communication system of claim 18, wherein the memory device also stores transaction data for the wireless communication device.

20. (Previously presented) The wireless communication system of claim 19, wherein the transaction data includes usage transactions, responses to broadcasts, requests for information, or any combinations thereof.

21. (Previously presented) The wireless communication system of claim 18, wherein the memory device also stores preselected user information or preferences.

Claims 22-47 (Canceled).

48. (New) The wireless communication system as claimed in claim 18, wherein the targeted advertisement is an advertisement of a business at the certain location.

49. (New) A method of operating a wireless communication system used with a wireless communication device and a position location system locating positions of the wireless communication device, the wireless communication system communicating with the position location system, said method comprising:

storing in a memory user selections;

receiving position location data from the position location system as the wireless communication device moves, the position location data indicating the positions of the wireless communication device;

processing the position location data to determine when the position location data indicates that the wireless communication device becomes in proximity to a certain location and the memory contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving a notification of proximity to the certain location, and

transmitting the notification of proximity to the certain location to the wireless communication device in response to the processing of the position location data determining that the wireless communication device has become in proximity to the certain location and the memory contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving a notification of proximity to the certain location.

50. (New) The method as claimed in claim 49, wherein the position location system is the Global Positioning Satellite (GPS) system.

51. (New) The method as claimed in claim 49, wherein the wireless communication device is a cell phone.

52. (New) The method as claimed in claim 49, which further includes the user operating the wireless communication device to select the selection of the user of the wireless communication device.

53. (New) The method as claimed in claim 49, which further includes the user accessing a web server on the Internet to select the selection of the user of the wireless communication device.

54. (New) The method as claimed in claim 49, which further includes the user operating the wireless communication device to request information based on interests not preselected or based on the user's location, and responding to the user's request by providing the user with information about interests not preselected or based on the user's location.

55. (New) The method as claimed in claim 54, which further includes storing the user's request in the memory, and subsequently accessing the user's requests in the memory to select an advertisement sent to the wireless communication device.

56. (New) The method as claimed in claim 49, which includes providing free wireless service to a first group of users having selections indicating an interest in not screening notifications, and not providing free wireless service to a second group of users having selections indicating an interest in screening notifications.

57. (New) The method as claimed in claim 49, further comprising storing in the memory a database of user purchases including a history of purchases made by the user of the wireless communication device, and accessing the database of user purchases to determine whether or not the history of purchases made by the user of the wireless communication device indicates that transmission of the notification of proximity to the certain location to the wireless communication device may be of interest to the user of the wireless communication device, and transmitting the notification of proximity to the certain location to the wireless communication device only when the history of purchases made by the user of the wireless communication device indicates that transmission of the notification of proximity to the certain location to the wireless communication device may be of interest to the user of the wireless communication device.

58 (New) The method as claimed in claim 49, further comprising storing in the memory a database including a history of positions of the wireless communication device, and accessing the database to determine whether or not the history of positions of the wireless communication device indicates that transmission of the notification of proximity to the certain location to the wireless communication device may be of interest to the user of the wireless communication device, and transmitting the notification of proximity to the certain location to the wireless communication device only when the history of positions of the wireless communication device indicates that transmission of the notification of proximity to the certain location to the wireless communication device may be of interest to the user of the wireless communication device.

59 (New) A method of operating a wireless communication system used with wireless communication devices and a position location system locating respective positions of the wireless communication devices, the wireless communication system communicating with the position location system, said method comprising:

storing in a memory a database of user selections;

receiving position location data from the position location system as the wireless communication devices move, the position location data indicating the respective positions of the wireless communication devices;

processing the position location data to determine when the position location data indicates that a first one of the wireless communication devices becomes in proximity to a certain location and a user selection in the database of user selections indicates that a user of a second one of the wireless communication devices has an interest in receiving a notification of proximity of the first one of the wireless communication devices to the certain location; and

sending the notification of proximity of the first one of the wireless communication devices to the certain location to the second one of the wireless communication devices in response to the processing of the position location data determining that the position location data indicates that the first one of the wireless communication devices has become in proximity to the certain location and the user selection in the database of user selections indicates that user of the second one of the wireless communication devices has an interest in receiving the notification of proximity of the first one of the wireless communication devices to the certain location.

60. The method as claimed in claim 59, wherein the certain location is the position of the second one of the wireless communication devices as located by the position location system.

61. (New) The method as claimed in claim 59, wherein the position location system is the Global Positioning Satellite (GPS) system.

62. (New) The method as claimed in claim 59, wherein the wireless communication device is a cell phone.

63 (New) A method of operating a wireless communication system used with wireless communication devices and a position location system locating respective positions of the wireless communication devices, the wireless communication system communicating with the position location system, said method comprising:

receiving position location data from the position location system as the wireless communication devices move, the position location data indicating the respective positions of the wireless communication devices;

processing the position location data to determine when the position location data indicates that two of the wireless communication devices become in proximity to each other; and

sending notifications to each of the two wireless communication devices in response to the processing of the position location data determining that the position location data indicates that the two wireless communication devices have become in proximity to each other.

64. (New) The method as claimed in claim 63, wherein the position location system is the Global Positioning Satellite (GPS) system.

65. (New) The method as claimed in claim 63, wherein the wireless communication devices are cell phones.

66. (New) The method as claimed in claim 63, further comprising storing in a memory a database of user selections, and accessing the database of user selections to determine whether or not the database of user selections includes selections of the users of each of the two wireless communication devices indicating that the users of each of the two wireless communication devices would like to be notified when the processing of the position location data determines that the position location data indicates that the two wireless communication devices become in proximity to each other, and sending the notifications to each of the two wireless communication devices only when the database of user selections includes selections of the users of each of the two wireless communication devices indicating that the users of each of the two wireless communication devices would like to be notified when the processing of the position location data determines that the position location data indicates that the two wireless communication devices become in proximity to each other.

67. (New) The method as claimed in claim 63, which includes providing free wireless service to a first group of users having selections indicating an interest in not screening



notifications, and not providing free wireless service to a second group of users having selections indicating an interest in screening notifications.

68. (New) A computer-implemented method of marketing targeted to users of wireless communication devices having Global Positioning Satellite (GPS) system technology for locating respective positions of the wireless communication devices, said method comprising:

- (a) maintaining a database of selections of the users and purchases made by the users; and
- (b) transmitting an advertisement of a business at a certain location to a selected one of the wireless communication devices in response to the Global Positioning Satellite (GPS) system technology indicating that the selected one of the wireless communication devices becomes in proximity to the certain location of the business and the database contains a record of a selection of the user of the selected one of the wireless communication devices and a record of a purchase made by the user of the selected one of the wireless communication devices and the record of a selection of the user of the selected one of the wireless communication devices and the record of a purchase made by the user of the selected one of the wireless communication devices indicate that the user of the selected one of the wireless communication devices may be interested in receiving the advertisement of the business at the certain location.

69. (New) The computer-implemented method as claimed in claim 68, which further includes determining frequent routes traveled by the users of the wireless communication devices from the respective positions of the wireless communication devices located by the Global Positioning Satellite (GPS) system technology, and using a frequent route traveled by the user of the selected

one of the wireless communication devices to determine that the user of the selected one of the wireless communication devices may be interested in receiving the advertisement of the business at the certain location.

70. (New) The computer-implemented method as claimed in claim 68, which further includes the user operating the wireless communication device to select the selection of the user of the wireless communication device.

71. (New) The computer-implemented method as claimed in claim 68, which further includes the user accessing a web server on the Internet to select the selection of the user of the wireless communication device.

72. (New) The computer-implemented method as claimed in claim 68, which further includes the user operating the wireless communication device to request information based on interests not preselected or based on the user's location, and responding to the user's request by providing the user with information about interests not preselected or based on the user's location.

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73. (New) The method as claimed in claim 72, which further includes storing the user's request in a database of user requests in the memory, and subsequently accessing the database of user requests to select an advertisement sent to the wireless communication device.

74. (New) The computer-implemented method as claimed in claim 68, which includes providing free wireless service to a first group of users having selections indicating an interest in not screening advertisements, and not providing free wireless service to a second group of users having selections indicating an interest in screening advertisements.

75. (New) A computer-implemented method of marketing targeted to users of wireless communication devices having Global Positioning Satellite (GPS) system technology for locating respective positions of the wireless communication devices, said method comprising:

- (a) maintaining databases of selections of the users, purchases made by the users; routes followed by the users, and requests of the users;

- (b) analyzing information in the databases to establish historical demographics;

- (c) analyzing the historical demographics to establish user groups; and

- (b) transmitting advertisements of businesses at certain locations to the wireless communication devices of the users in selected ones of the user groups, wherein each advertisement of each business at each certain location is transmitted to one of the wireless communication devices in response to the Global Positioning Satellite (GPS) system technology indicating that said one of the wireless communication devices has become in proximity to the certain location of said each business and the user of said one of the wireless communication devices is in a selected one of the user groups interested in receiving said each advertisement of said each business at said each certain location.

76. (New) A wireless communication system for use with a wireless communication device and a position location system providing position location data indicating positions of the wireless communication device as the wireless communication device moves, said wireless communication system comprising:

a memory containing a database of user selections,

a processor for receiving the position location data from the position location system and for processing the position location data to determine when the position location data indicates that the wireless communication device becomes in proximity to a business at a certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement of the business at the certain location, and

a transmitter for transmitting the advertisement of the business at the certain location to the wireless communication device in response to the processing of the position location data determining that the wireless communication device has become in proximity to the certain location and the database of user selections contains a selection of the user of the wireless communication device indicating that the user of the wireless communication device has an interest in receiving an advertisement of the business at the certain location.

77. (New) The wireless communication system as claimed in claim 76, wherein the position location system is the Global Positioning Satellite (GPS) system.

78. (New) The wireless communication system as claimed in claim 76, wherein the wireless communication device is a cell phone.

79. (New) The wireless communication system as claimed in claim 76, wherein the memory further contains a database of user purchases including a history of purchases made by the user of the wireless communication device, and wherein the processor is coupled to the memory for accessing the database of user purchases to determine whether or not the history of purchases made by the user of the wireless communication device indicates that transmission of the advertisement of the business at the certain location to the wireless communication device may be of interest to the user of the wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement of the business at the certain location to the wireless communication device only when the history of purchases made by the user of the wireless communication device indicates that transmission of the advertisement of the business at the certain location to the wireless communication device may be of interest to the user of the wireless communication device.

80. (New) The wireless communication system as claimed in claim 76, wherein the memory further contains a history of positions of the wireless communication device, and wherein the processor is coupled to the memory for accessing the history of positions of the wireless communication device to determine whether or not the history of positions of the wireless communication device indicates that transmission of the advertisement of the business at the certain location to the wireless communication device may be of interest to the user of the

wireless communication device, and the processor is coupled to the transmitter for enabling the transmitter to transmit the advertisement of the business at the certain location to the wireless communication device only when the history of positions of the wireless communication device indicates that transmission of the advertisement of the business at the certain location to the wireless communication device may be of interest to the user of the wireless communication device.

81. (New) A wireless communication system for use with wireless communication devices and a position location system providing position location data indicating respective positions of the wireless communication devices, said wireless communication comprising:

a processor for receiving the position location data from the position location system as the wireless communication devices move, and for processing the position location data to determine when the position location data indicates that two of the wireless communication devices become in proximity to each other; and

a transmitter for transmitting notifications to each of the two wireless communication devices in response to the processing of the position location data determining that the position location data indicates that the two wireless communication devices have become in proximity to each other.

82. (New) The wireless communication system as claimed in claim 81, wherein the position location system is the Global Positioning Satellite (GPS) system.

83. (New) The wireless communication system as claimed in claim 81, wherein the wireless communication devices are cell phones.

84. (New) The wireless communication system as claimed in claim 81, further comprising a memory containing a database of user selections, and wherein the processor is coupled to the memory for accessing the database of user selections to determine whether or not the database of user selections includes selections of the users of each of the two wireless communication devices indicating that the users of each of the two wireless communication devices would like to be notified when the processing of the position location data determines that the position location data indicates that the two wireless communication devices become in proximity to each other, and sending the notifications to each of the two wireless communication devices only when the database of user selections includes selections of the users of each of the two wireless communication devices indicating that the users of each of the two wireless communication devices would like to be notified when the processing of the position location data determines that the position location data indicates that the two wireless communication devices become in proximity to each other.

85. (New) A system for marketing targeted to users of wireless communication devices having Global Positioning Satellite (GPS) system technology for locating respective positions of the wireless communication devices, said system comprising:

(a) a memory containing a database of selections of the users and purchases made by the users; and

(b) means for transmitting an advertisement of a business at a certain location to a selected one of the wireless communication devices in response to the Global Positioning Satellite (GPS) system technology indicating that the selected one of the wireless communication devices has become in proximity to the certain location of the business and the database contains a record of a selection of the user of the selected one of the wireless communication devices and a record of a purchase made by the user of the selected one of the wireless communication devices and the record of a selection of the user of the selected one of the wireless communication devices and the record of a purchase made by the user of the selected one of the wireless communication devices indicate that the user of the selected one of the wireless communication devices may be interested in receiving the advertisement of the business at the certain location.

86. (New) The system as claimed in claim 85, which further includes means for determining frequent routes traveled by the users of the wireless communication devices from the respective positions of the wireless communication devices located by the Global Positioning Satellite (GPS) system technology, and using a frequent route traveled by the user of the selected one of the wireless communication devices to determine that the user of the selected one of the wireless communication devices may be interested in receiving the advertisement of the business at the certain location.



87. (New) A system for marketing targeted to users of wireless communication devices having Global Positioning Satellite (GPS) system technology for locating respective positions of the wireless communication devices, said system comprising:

- (a) a memory containing databases of selections of the users, purchases made by the users, routes followed by the users, and requests of the users;
- (b) means for analyzing information in the databases to establish historical demographics;
- (c) means for analyzing the historical demographics to establish user groups; and
- (d) means for transmitting advertisements of businesses at certain locations to the wireless communication devices of the users in selected ones of the user groups, wherein each advertisement of each business at each certain location is transmitted to one of the wireless communication devices in response to the Global Positioning Satellite (GPS) system technology indicating that said one of the wireless communication devices has become in proximity to the certain location of said each business and the user of said one of the wireless communication devices is in a selected one of the user groups interested in receiving said each advertisement of said each business at said each certain location.